



















# LEADERSHIP!

THE REWARD  
OF MERIT

Don't  
Cover up  
a good  
Suit with  
a poor  
Overcoat.  
It's just as  
Important  
that your  
Spring  
Overcoat  
as well as  
your Suit  
should be  
Made  
for you

The reputation of any article is but the sum total of a public opinion based on actual merit. There is no short cut to Leadership—It gravitates to the Fittest—knows no favorite—recognizes only a basic quality worthy the confidence of the people.

And so in the building of La Fleche Clothes—the wide margin of Leadership grows more pronounced each season. Not content to make our Clothes only “just as good” as they have been in the past, every department of our organization is constantly striving to out-distance even our own high records for good clothes.

**LA FLECHE CLOTHES LEADERSHIP is comprehensive—embracing pre-eminence in every phase of the building of exclusive custom Tailored Clothes—in Woollens—Workmanship—Style—right down to the smallest detail, all of which combines to make La Fleche Clothes so truly worthy of the reputation which public opinion has stamped upon them.**

## Real Clothes Economy

There is no short cut to wearing Custom Tailored Clothes—they are only obtained through personal contact with your tailor. In the matter of choosing your tailor we quote no less an authority than the late Marshall Field, who once said, “Go to the best Tailor you can find and invariably you will find them the most economical in the end.”

## There's a Right and Wrong way of buying even Custom Tailored Clothes

Many men select their suit merely from pattern and price—this method is full of disappointments. The right and only safe way is to look to the quality behind the price—to investigate the responsibility and ability of the organization behind the clothes—to make drastic inquiries as to their Reputation.

## To Out of Town Visitors to the Horse Show

*Many of the Horse Show patrons from outside points have taken advantage of the opportunity to leave their measures with us for Clothes, in many cases for later delivery. We are always pleased to place your measures on our file for your future convenience.*

Fix the name La Fleche firmly in your mind against the day when you will need a New Suit or Overcoat.

**LA FLECHE BROS.**  
**CUSTOM TAILORS**

Western Canada's  
Greatest High-Class  
Custom Tailoring  
House!













**APRIL BIRTHDAY**  
**THE DIAMOND**  
 You can wear a Diamond. Price \$10.00 upwards.  
**ASH BROS.**  
 Jewelers, Diamond Merchants  
 1012 JASPER AVE.  
 C.P.R. Time Inspectors

## Visitors TO THE Horse Show

We invite you to make our store your headquarters during Horse Show week.

We carry complete stocks of everything that an up-to-date horse and stationery store should have.

**The Douglas Co.**  
 LIMITED  
 1002 JASPER AVENUE  
 PHONES 2875-2094

## EMPIRE HOTEL

EUROPEAN PLAN  
 OPPOSITE PANTHEON  
 THEATRE  
 Most modern and popular  
 house in town.  
 100 Rooms, 43 With Private  
 Bath

**NEW, CLEAN, & REASONABLE**

Rates \$1.00 per day and up

The Home of the Theatrical  
 People

**A GOOD UNDERSTANDING**  
 That Means First Class Service  
 For a Visit to  
**R. A. HOLMES, D.S.C.,**  
 New York  
 CINCINNATI  
 Phone 4022 27 Jackson Bldg.

**DRIDGE & CROSSLAND**  
**PRINTERS**  
 1012 JASPER AVENUE  
 PHONES 2875-2094

**Best Clover Bar Coal**  
**NONE BETTER**  
 Office Phone 4022, Home Phone 4075  
 Rooms & Washrooms  
 The Clover Bar Coal Co., Ltd.

**JOIN THE  
'FIGHTING KILTIES'  
ENLIST NOW**  
 OPPOSITE MACDONALD HOTEL

**MARRIAGE LICENSES**  
**JACKSON BROTHERS**  
 Leading Brokers  
 237 Jasper Avenue East

**The Macdonald Hotel**  
 Grand Trunk Pacific  
 David H. Mulligan, Superintendent  
 of Hotels.

**Absolutely Fire Proof**  
**Large Sample Rooms**  
**Sample Bedrooms**

Dining Rooms Open 6:30 A.M.-12  
 P.M. Music 4-8, 10-12.  
 Wednesday—Dinner Dance  
 Saturday—The Dance  
 Sunday—Dinner de Luxe

**See the Time  
In the Dark**  
 Waltham Luminous Wrist  
 Watch—A Military Necessity.

**H. B. Kline & Sons, Ltd.**  
 JEWELRY  
 Corner Jasper and 10th Street

**BIRTHS, MARRIAGES, DEATHS.**  
 Notices under this heading will be  
 inserted free of charge. Phone in-  
 formation regarding this to Mrs.  
 Editor, No. 1214.

**FRATT**—One Wednesday, April 26,  
 to Mr. and Mrs. Frederick Fratt,  
 1112 2nd Avenue S.

**DEATH.**  
**MORRIS**—On April 4th, at his  
 residence, 1525 10th Avenue, City,  
 John L. Morris, of the late  
 Henry Morris & Co., Ltd., aged 40  
 years.

**MARRIED.**  
**SPENCER**—On April 4th, at the  
 Westminster Presbyterian church,  
 on March 28, 1916, by Rev. J. J.  
 Smith, John Lachlan Robertson  
 Duncan Ferguson Stewart, both of  
 North Battleford, Sask.

**LAWSON**—On April 4th, 1916, by  
 Rev. J. J. Smith, John Lachlan Robert-  
 son, of North Battleford, Sask., and  
 William Lawson, of Edmonton.

**CLARK**—On April 4th, at the  
 Westminster Presbyterian church,  
 on March 28, 1916, by Rev. J. J.  
 Smith, John Lachlan Robert-  
 son, of North Battleford, Sask., and  
 William Lawson, of Edmonton.

**Announcements of marriages** (tra-  
 ditional, religious, civil, etc.) will  
 be inserted at the rate of 10 cents  
 per line. All notices must be  
 sent to the office, or placed in  
 the hands of the printer, at least  
 24 hours before publication.

**Announcements of marriages**, etc.,  
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## The Store of Quality

## MOTHER'S BREAD

IS THE HIGHEST STAND-  
 ARD OF QUALITY

MADE ONLY BY  
**J. A. HALLIER**

997 JASPER AVENUE  
 PHONES 1327-6720

VISIT OUR TEA ROOM

Since at 11:30. This is one of the  
 best places in the city for a  
 quiet audience, as this is a very  
 interesting subject. There will be a  
 musical program.

A. E. Ottewill will lecture in the  
 First Presbyterian church on  
 Thursday, April 6, at 8 p.m. The  
 subject is "The War and the  
 Church." Illustrated with many pictures  
 and diagrams.

Col. Myers, M.L.A., of Edmonton,  
 will deliver an illustrated lecture on  
 the Canadian situation on Friday  
 evening, April 7, in the audi-  
 torium of the First Presbyterian  
 church. A musical collection in aid of  
 the 22nd fund drive.

The Argonaut Social Club are hold-  
 ing a dance every Wednesday and  
 Saturday in the Separate School  
 No. 1.

## Canada's Honor Roll

(By Morning Bulletin Local Wire)  
**OTTAWA**—April 5.—Sixty-four  
 names are in the list of Canada's  
 heroes and heroines. Four are  
 listed dead, two missing, forty-one  
 wounded, five seriously ill, and four  
 names from abroad. The list fol-  
 lows:

**Infantry.**  
 Killed in action: Wm. Bell McIlraith,  
 N.S.; David Valentine Wilman, South  
 Battleford, Man.; John R. McIlraith,  
 Montreal, Que.; Alfred P. Crow, Toronto.  
 Previously reported missing: John  
 Chambers, Kent.

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## FARMERS

You Will Save Money  
 By Getting Our  
 Prices on

## LUMBER

before placing your orders else-  
 where. We are quoting special  
 prices on lumber for farmers and  
 for our customers on small  
 lots.

We ship daily to  
 all points. We ship daily to  
 all points. We ship daily to  
 all points.

Local Freight—Call at our  
 yards or write for our local  
 prices on Lumber, Lath,  
 Shingles, Boards, Sills, Doors,  
 and all building material.

**D. R. FRASER & CO.**  
 LIMITED  
 201 Namaya Avenue  
 Phone 1885. Edmonton.

**BEST FOR LIVER,  
BOWELS, STOMACH,  
HEADACHE, COLIC**

They live the liver and bowels  
 and straighten you  
 right up.

Don't be bilious, constipated,  
 sick, with breath bad and  
 stomach sour.

**WORK WHILE YOU SLEEP**

Tonight sleep! Take Cascares and  
 enjoy the most pleasant and  
 health-giving you have ever  
 experienced. Get rid of your  
 bowels, stomach, bad colic, clear  
 your system, and feel better  
 than ever.

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## Thirty-five Pretty Afternoon and Evening Dresses on Sale Thursday at \$5.00 each regularly \$12 to \$25!

HERE'S an opportunity for women and misses to secure a pretty afternoon or evening dress at a mere fraction of what they were formerly priced. But please hurry in mind there are only about thirty-five of them on the rack, so plan to be here promptly at 8:30 a.m. You'll certainly find yourself well rewarded for the effort!

Selection includes dainty evening dresses in net, lace and chiffon and combinations of silk and satin in sky, pink, champagne and white; others of rich mullin silk in navy, brown, rose, green or black; also smart silk, poplin dresses in open, navy and black. While still others are of plain or corded velvets in navy, brown or black. There's such a diversity of styles that it's impossible to describe them. They are suitable for evening, afternoon functions or street wear, trimmed in various ways. All sizes. Regularly \$12.00 to \$25.00.

Clearing Thursday **\$5.00**

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## Thursday's Economy Notes from The Grocery—Phone 9266

Post Toasties or Quaker Corn Flakes, 3 pkts. 25c  
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